

LinkedIn Text Ads Best Practices



Determine exactly who you are trying to target

If you have multiple target audiences, separate them into different “buckets” and create campaigns tailored to reach each specific audience.



Create focused targeting criteria

When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60K - 400K.

Suggestions for types of campaigns:

- Target by Geography/Industry/Seniority (e.g., UK/High-Tech/Manager)
- Target by Geography/Specific Skills (e.g., France/PPC, SEM)
- Target by Geography/Type of LinkedIn Group (e.g., AUS/Recruiting, HR)



Set an aggressive maximum bid

Give your campaigns a higher chance of success by ensuring that you have a competitive bid.



Always include an image

Clear, bright images of business professionals make your ads more personal and appealing to potential clients.



Use a strong call to action

Ads with a strong call to action, such as “Register Now!” or “Sign-up Today!”, perform better.



Create multiple ad variations for each campaign

Use 2-3 active ad variations per campaign to show variety to your audience while also allowing you to see which strategy is most successful (A/B testing).



Address your audience directly

Grab their attention by calling out to your audience in the headline (e.g., “Attn: High-Tech Managers” or “Are You an IT Director?”).



Keep your ads and targeting relevant

Our system serves relevant ads more often and limits ads that rarely get clicks.



Turn off low-performing ads

Active ads with a low CTR can weigh down a campaign and lead to a drop in impressions.



Minor changes can have a big impact

Even simple changes, such as adjusting targeting, raising bids, and refreshing/creating ad variations, can increase your performance.



Learn more at marketing.linkedin.com